

PRESS RELEASE

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CLEVELAND MUSEUM OF ART ANNOUNCES NEW EVENT: CHALK FESTIVAL, WITH WORKSHOPS

The Cleveland Museum of Art announces the first Chalk Festival to be held in the Cleveland area. The new event will take place over Columbus Day weekend, October 6, 7, and 8, from 10 am to 4 pm each day at the Museum, The Cleveland Museum of Natural History, and The Garden Center of Greater Cleveland. The festival celebrates the "I Madonnari" tradition of Italian street painting which began in the 16th century when artists knelt on village sidewalks to depict the Madonna or reproduce famous works of art in chalk.

Passersby are invited to watch participants at work creating chalk paintings on the walkways around Wade Oval on Saturday, October 6, and return to see the finished works on Sunday and Monday, October 7 and 8. The public is invited to participate by reserving space for a chalk creation: large square, \$10; small square, \$5. Fees include all materials. Participants must register by calling the Museum of Art at 421-7340, ext. 462.

Eight Cleveland artists will create large-scale chalk paintings at the Festival. At the North entrance of The Cleveland Museum of Art will be Anna Arnold, artist-in-residence for the Ohio Arts Council and Cleveland Center for Contemporary Art, and Jesse Rhinehart, instructor at Lakeland Community College and Cuyahoga Community College. At the main entrance of The Cleveland Museum of Natural History will be George Bowes, artist-in-residence for the Ohio Arts Council and

Cleveland Center for Contemporary Art, and Martha Posner, Ragdale Foundation Fellow and NOVA artist-in-residence. At the lily pond entrance of The Garden Center of Greater Cleveland will be Diane Hanslik, instructor at Ursuline College, and Alan Peters, instructor at the Cleveland Institute of Art. Robyn Einhorn and Robin Van Lear, also at the North entrance of The Cleveland Museum of Art, are Museum instructors who were instrumental in organizing the event and will be workshop instructors.

Workshops at The Cleveland Museum of Art will help participants plan designs, make their own chalk, and learn chalking techniques. Chalk Workshops are Sundays, September 23 and 30, from 3 to 4:30 pm, and Wednesdays, September 26 and October 3, from 6 to 7:30 pm. Fee for families, \$25; for individuals, \$15. The Workshop fee includes materials for two classes (either Sundays or Wednesdays) *and* reserves space and chalk for a square at the Festival. The deadline for registration is Friday, September 21. Register by calling 421-7340, ext. 462.

Children in the Festival and Workshops must be accompanied by an adult.

Participants in the Workshop and Festival receive a parking discount at The Cleveland Museum of Art for workshops and the Festival on Saturday, October 6.

ADDITIONAL BACKGROUND:

The tradition of street painting--using chalk as the medium--began in Italy in the 16th century. At first it was unfortunate people without legs who copied the Madonnas of Raphael on the pavement, thus acquiring the name of *madonnari*. The basic chalking procedure uses chalk to make an outline of a figure or scene, fills in each area with color, and finally smooths together the colors to create a complete image. The International Street Painting Festival is held each year in the village of Grazie di Curtatone, Italy. Chalk Festivals are enjoying a renaissance in cities throughout Western Europe and the United States.